어머니는 얼마는 하다. 그는 그 그리고 그는 것은 얼마를 하는 어디에 무슨 생각이 된다.	O STATES DISTRICT COURT STRICT OF NEW JERSEY
CHARLES T. MCNAIR, THEODORE AUSTIN; DANIELLE DEMETRIOU; USHMA DESAI; and JULIE DYNKO, on behalf of themselves and all others similarly situated,)))))
Plaintiffs, v.) Civ. Action No. 06-cv-5072 (JLL)(CCC)
SYNAPSE GROUP, INC.,)) ,
Defendant.))

DECLARATION OF BRYAN FARRELL

Comes now Bryan Farrell, being of lawful age, and hereby declares as follows:

- 1. My name is Bryan Farrell, and I am employed by Synapse Group, Inc. ("Synapse") currently as Director of Strategic Marketing, a position I assumed on June 2, 2008. Prior to that date, I was Director of Marketing Operations. In my prior position, my responsibilities included designing, drafting and testing postcards for pre-bill and renewal notifications to Synapse customers. I have been assisting counsel during discovery for this litigation, and I have testified by deposition in this litigation. I have personal knowledge of the facts stated herein and I am otherwise competent to testify. I submit this declaration in support of Synapse's Memorandum of Law in Opposition to Plaintiffs' Motion for Class Certification.
- 2. As is disclosed to customers in its initial magazine subscription offers, Synapse's customers receive a notice of their initial subscription charge prior to the initial billing event and all renewal charges. When required, such pre-bill and renewal notices remind the customer of

the terms that were explained in the initial offer, provide advance notice of any upcoming charge that will be charged for each magazine and the date the charge(s) will occur, and provide a toll-free number that the customer may call to cancel.

- 3. Synapse aims to deliver notices "in home," or to the customer, (i) as soon as possible for new orders and (ii) between 45 to 15 days prior to the billing event for renewals, to provide customers with sufficient time to decide whether or not to keep their magazine subscription(s) and to cancel if they choose to do so.
- 4. Synapse's pre-bill and renewal notices are sent via First Class Mail in the form of a "double postcard," meaning a postcard with four sides that can be folded-closed for the privacy of customer information. Once folded, the front-exterior of the postcard contains the customer/return addresses and first class postage. The back-exterior is divided into two sections on the left is a "Special Customer Communication," and on the right is a moving truck image and the question "Moving?." The "Special Customer Communication" reminds the customer of the terms and benefits of their continuous service magazine subscription, with bolded headings including "We guarantee a hassle-free subscription," "We guarantee to send you advance notice every year about your next continuous-service subscription period and rates," and "we guarantee you uninterrupted service." The "Moving?" section, headed with a moving truck graphic, asks:

"Moving? Not a problem. We'll make sure you don't miss a single issue of your favorite magazines. It's one of the benefits of being a subscriber."

This is accompanied by a space for the customer to fill in and return any updated address information. For many, but not all notices, "SEE INSIDE FOR DETAILS" appears in bold, uppercase letters on the bottom of the back-exterior of the postcard.

5. The inside of the postcard provides all important details regarding the customer's upcoming charge, including the title of the magazine(s) the customer ordered, the term of the upcoming subscription(s), the amount that will be charged for the magazine(s), the account that will be charged, and a toll-free telephone number that the customer may call to cancel. The notice also reiterates the terms of the continuous service feature. For example, the following appeared on the interior of the double postcard that Plaintiff McNair received prior to being billed:

Thank you for being a valued customer. We hope you have been enjoying your service, as your complete satisfaction is our ultimate goal.

For your convenience, we will continue to ensure that you don't receive extra unwanted mail - the multiple renewal notices and bills that normally come with a subscription. The order you previously placed through a leading internet site to receive magazines will continue for the next term of issues using the credit card you previously provided for your selections and will be charged annually for National Geographic Traveler, at \$17.95 for 8 issues, annually for Time, at \$54 for 56 issues, annually for PC World, at \$24.95 for 12 issues, annually for National Geographic Adventure, at \$14.95 for 10 issues. If you do not wish to continue, call 800 927 9351 by Jun 29 and no charge will appear. As long as you are satisfied, your selections will continue through our openended, customer-friendly subscription method - continuous service. Of course, we will always send you a courtesy reminder before you are ever billed to ensure your satisfaction. See reverse side for details and important guarantees. Remember, you can always look for the expiration date on your magazine label. You may cancel anytime and receive a refund of unserved issues. If a title ceases, it will be replaced with one of equal or greater value. We hope you enjoy your selections and look forward to serving you in the future.

Do you have suggestions or comments? The space provided on the response card is for you to tell us how we might improve our service. If you have no comments today, please recycle this card. Thank you again.

See Notice Postcard Sent to Plaintiff Charles McNair (Exhibit "A"). Also appearing on the inside of the notice is business reply mail allowing the customer to send in comments.

- 6. Synapse has used other versions of the pre-bill notice since October 2000. Prior to 2003, the typical Synapse pre-bill notice had an "upsell," or offer for more magazines, on the postcard exterior where the "Moving?" section now resides. Because some Synapse marketing clients did not allow such upsells on notices to their customers, upsells did not appear on all pre-2003 pre-bill notices. Marketing clients excluding upsells included Household, Victoria's Secret and Cheaper than Dirt.
- 7. For a period of time after Synapse stopped sending the "upsell" postcards described above, it sent another variation of the postcard, reflected in SYN-0115711-712 (Exhibit "B"). This postcard, instead of having the "Moving?" section, had an image of various magazines sold by Synapse next to the "Special Customer Communication" language. The Special Customer Communication bore the following additional text:

"We guarantee your right to cancel anytime. You'll receive a full refund for all unserved issues. As long as you're 100% satisfied, do nothing. Your subscription will continue as described."

- See id. For a time before these notices read "Special Customer Communication," they instead read "Magazine Subscription Saving Report," and listed, on the inside of the postcard, the cost to the customer versus the newsstand prices. See SYN-0039954-55 (Exhibit "C").
- 8. Several marketing clients have negotiated their own pre-bill notice requirements. Pre-bill notices to Chevron customers differ in that, under the return address on the front of the notice, they read "Information regarding your current subscription service is enclosed." See SYN-0115709 (Exhibit "D"). Further, the "Special Customer Communication" section has an additional section, reading:

We guarantee your right to cancel anytime. Just call 800 586 2209. That's all there is to it. You'll receive a full refund for all unserved issues. As long as you're 100% satisfied, do nothing. Your subscription will continue as described.

See id.

9. Pre-bill notices to American Express customers differ in several respects. First, the return address bears the American Express logo instead of the name of the Synapse division that sold the magazine, and the inside of the notice opens with "Thank you for being a valued American Express VIP Subscriber" rather than "Thank you for being a valued customer." See SYN-0115699-700 (Exhibit "E"). Second, the "Special Customer Communication" section has the additional language also appearing in the Chevron postcard, reading:

We guarantee your right to cancel anytime. Just call 888 844 3560. That's all there is to it. You'll receive a full refund for all unserved issues. As long as you're 100% satisfied, do nothing. Your subscription will continue as described.

- Id. Third, the bottom of the back-exterior of the notice reads "SEE INSIDE FOR DETAILS REGARDING YOUR MAGAZINE SUBSCRIPTION" rather than "SEE INSIDE FOR DETAILS." Id.
- 10. Other notices that have been used by Synapse have a special message for those who have paid by debit card, as opposed to credit card. See Postcard Sent to Plaintiff Ushma Desai, SYN-0140738 739 (stating, on the interior of the postcard, "If you believe you may have given us a debit card for your service, read this...") (Exhibit "F"). These cards enable customers who have paid by debit card rather than a credit card to sign and return an attached authorization.

- 11. Millions of customers call the number provided on the postcard each year. For example, in 2006, there were 909,730 calls received in response to the pre-bill notice. In 2007, there were 746,973 calls received in response to the pre-bill notice.
- that each customer receives their notice in a timely manner. Synapse records show that each magazine subscriptions. A true and correct copy of a spreadsheet reflecting each named plaintiff's order and the date that pre-bill notices were mailed for each order is attached hereto as Exhibit "G."
- 13. Despite our best efforts, there have been several isolated instances in which Synapse has failed to send pre-bill notices to customers responding to certain promotions. These instances were promptly identified and addressed customers affected were notified and given or offered a full refund. Examples of communications sent to customers who were not sent a pre-bill notice are attached hereto as Exhibit "H."

I declare under penalty of perjury of the laws of the United States of America that the foregoing is true and correct.

 $_{\text{Dated:}} 9/3/08$

Bryan Farrell

Town

Farrell Exhibit A

CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER SYN-0000045

Special Customer Communication

We guarantee a hassle-free subscription. You'll never miss an issue. No bills, reminders, publisher renewal notices and no telemarketing calls. We do the work for you by automatically extending your subscription each year for as long as you want your selections.

We guarantee to send you advance notice every year about your next continuous—service subscription period and rates. We will send a notice that spells out: your rate, your number of issues and when your credit card will be charged. If you don't wish to continue, you can simply cancel before your new term begins.

We guarantee you uninterrupted service. As a Valued Subscriber, we guarantee you outstanding customer service.



Moving?

State/Zip

Not a problem. We'll make sure you don't miss a single issue of your favorite magazines. It's one of the benefits of being a subscriber. Just complete and return the form below:

Name		
New Address		

SEE INSIDE FOR DETAILS.

City

Q2V11

PRESORTED First Class Mail U.S. Postage PAID NSS LLC

Synapse Connect, Inc. C/O Processing Center PO Box 30468 Salt Lake City, UT 84130 Thank you for being a valued customer. We hope you have been enjoying your service, as your complete satisfaction is our ultimate goal.

For your convenience, we will continue to ensure that you don't receive extra unwanted mail – the multiple renewal notices and bills that normally come with a subscription. The order you previously placed through a leading internet site to receive magazines will continue for the next term of issues using the credit card you previously provided for your selections and will be chargedannually for National Geographic Traveler, at \$17.95 for 8 issues,annually for Time, at \$54 for 56 issues,annually for PC World, at \$24.95 for 12 issues,annually for National Geographic Adventure, at \$14.95 for 10 issues. If you do not wish to continue, call 800 927 9351 by Jun 29 and no charge will appear. As long as you are satisfied, your selections will continue through our open-ended, customer-friendly subscription method – continuous service. Of course, we will always send you a courtesy reminder before you are ever billed to ensure your satisfaction. See reverse side for details and important guarantees. Remember, you can always look for the expiration date on your magazine label. You may cancel anytime and receive a refund of unserved issues. If a title ceases, it will be replaced with one of equal or greater value. We hope you enjoy your selections and look forward to serving you in the future.

Do you have suggestions or comments? The space provided on the response card is for you to tell us how we might improve our service. If you have no comments today, please recycle this card. Thank you again.

Subscription ID: # 0330-541-095-3

▼ Detach and return by mail ▼

Q3RNV7

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PROCESSING CENTER P.O. Box 30477 Salt Lake City, UT 84130-9806

POSTAGE WILL BE PAID BY ADDRESSEE

FIRST-CLASS MAIL PERMIT NO. 9920 SALT LAKE CITY, UT

BUSINESS REPLY MAIL

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Your comments on how we can improve: (Otherwise please recycle this card.)

Customer ID 0003-242-580-30

CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER SYN-0000046

Farrell Exhibit B

CONFIDENTIAL SYN-0115711

Special Customer Communication



We guarantee a hassle-free subscription. You'll never miss an issue. No bills, reminders or publisher renewal notices, and no telemarketing calls. We do the work for you by automatically extending your subscription each year for as long as you want your selections.

We guarantee to send you advance notice every year about your next subscription period and rates. We will send a notice that spells out: what your rate is, your number of issues and when

your credit card will be charged. If you don't wish to continue, you can simply cancel before your new term begins.

We guarantee you uninterrupted service. As a Valued Subscriber, we guarantee you outstanding customer communication.

We guarantee your right to cancel anytime. You'll receive a full refund for all unserved issues. As long as you're 100% satisfied, do nothing. Your subscription will continue as described.

SEE INSIDE FOR DETAILS.

02V7

A 0071 74103 VIT 9000004 PM 012808-6804-THG

John Q. Sample 123 Any Street Anytown, US 01234-5678 Illimmiln.h.ll.h.h.ll.h.ll.h.lh.h.h.li.ll.ll.ll.

PRESORTED
First Class Mail
U.S. Postage
U.S. Postage
U.S. Vostage

NewSub Magazine Services LLC C/O Processing Center PO Box 30468 Salt Lake City, UT 84130 Thank you for being a valued customer. We hope you have been enjoying your service, as your complete satisfaction is our ultimate goal.

For your convenience, Magazine Direct will continue to ensure that you don't receive extra unwanted mail – the multiple renewal notices and bills that normally come with a subscription. The order you previously placed through Cheaper Than Dirt to receive magazines will continue for the next term of issues using the credit card you previously provided for your selections and will be charged for U.S. News & World Report, at \$48 for 53 issues, for Money, at \$40 for 12 issues. If you do not wish to continue, call 800 586 2209 by Mar 15 and no charge will appear. As long as you are satisfied, your selections will continue through our open-ended, customer-friendly subscription method-continuous service. Of course, we will always send you a courtesy reminder before you are ever billed to ensure your satisfaction. See reverse side for details and important guarantees. Remember, you can always look for the expiration date on your magazine label. You may cancel anytime and receive a refund for unserved issues. If a title ceases, it will be replaced with one of equal or greater value. We hope you enjoy your selections and look forward to serving you in the future.

Do you have suggestions or comments? The space provided on the response card is for you to tell us how we might improve our service. If you have no comments today, please recycle this card. Thank you again.

74103 V11 9000004

Subscription ID: # 9999-999-999-9

▼ Detach and return by mail ▼

Q3RNV10

PROCESSING CENTER SAI30-9806 Salt Lake City, UT 84130-9806

POSTAGE WILL BE PAID BY ADDRESSEE

FIRST-CLASS MAIL PERMIT NO. 9920 SALT LAKE CITY, UT

BUSINESS REPLY MAIL

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Your comments on how we can improve: (Otherwise please recycle this card.)

Customer ID 9999-999-99

Farrell Exhibit C

Customer ID 9399-999-999-99 Your comments on how we can improve: (Otherwise discard this card)





BUSINESS REPLY MAI FIRST-CLASS MAIL PERMIT NO. 10053 SALT LAKE CITY UT

POSTAGE WILL BE PAID BY ADDRESSEE **MAGAZINE PROCESSING CENTER**

PO BOX 30477 **SALT LAKE CITY UT 84130-9806**

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Magazine Subscription Savings Report

how we might improve our service. If you have no comments today, please recycle this card. Thank Do you have suggestions or commença? The space provided on the response card is for you to jell us

You recently placed an order through JCPenney Catalog where you accepted our offer to receive, magazines which includes two months PREE. It they have not arrived already, you will receive you magazines abortly. For the next rerm of issues the credit cated you previously provided for your selections will be charged amough for PC World, at \$15 for 12 issues. If you wish to discontinue call by Jan 22 and no charge will appear. As oning a set satisfied, your selections will continue through our open-ended, customer-thendly subscription method - continuous service. Of course, we will always acad you a courtesy reminder before you are ever billed no ensure your satisfaction. See revores aide for details and imponent guarantees. We hope you enjoy your selections and look formand to serving your this coming year.

opportunities and promotions.

Welcome to our Magazine Program, it's our pleasure to bring you valuable subscription

Magazine Subscription Savings Report



- 1. We guarantee a hassle-free subscription. You'll never miss an issue. No bills, reminders, or publisher renewal notices, and no telemarketing calls. We do line work for you, by automatically extending your subscription each year for as long as you want your selections.
- 2. We guarantee to send you advance notice every year about your next subscription period and rates. We will send a notice that spells out: what your guaranteed low rate is, your number of issues, and when your credit card will be charged. If you
- don't wish to continue, you can simply cancel before your new term begins.
- We guarantee you outstanding savings. As a Valued Subscriber, we guarantee you substantial savings off the cover price.
- 4. We guarantee your right to cancel at anytime, Just call 800 641 3404. That's all there is to it. You'll receive a full refund for all unserved issues. As long as you're 100% satisfied, do nothing. Your subscription will continue as described.

SEE INSIDE FOR DETAILS.

0271

BISP P4261 ALL 0036459 HW N OC

Kelly Thompson Synapse Group, Inc. Four High Ridge Park Stamford, CT 06905-1325 Ill....Il...Ill...Ill...Ill...Ill....Ill.....Ill

PRESORTED
First-Cleas Mail
U.S. Postage
U.S. Postage
AIA

Nas L.C

Magazine Direct, Inc. C/O Magazine Processing Center P.O. Box 30468 Salt Lake City, UT 84130

CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER
D 0038731

Farrell Exhibit D

CONFIDENTIAL SYN-0115709

Special Customer Communication

We guarantee a hassle-free subscription. You'll never miss an issue. No additional bills or reminders. We do the work for you by automatically extending your subscription each year for as long as you want your selections.

We guarantee to send you advance notice every year about your next continuous-service subscription period and rates. We will send a notice that spells out: your rate, your number of issues and when your credit card will be charged. If you don't wish to continue, you can simply cancel before your new term begins.

We guarantee you uninterrupted service. As a Valued Subscriber, we guarantee you outstanding customer service.

We guarantee your right to cancel anytime. Just call 800 586 2209. That's all there is to it. You'll receive a refund for all unserved issues. As long as you're 100% satisfied, do nothing. Your subscription will continue as described.



Not a problem. We'll make sure you don't miss a single issue of your favorite magazines. It's one of the benefits of being a subscriber. Just complete and return the form below:

Name	
New Address	
	•
City	State/Zip

Q2V12

SEE INSIDE FOR DETAILS.

2HT-4088-808210 NR 8000000 11V 8014V 1700 A

Information regarding your current subscription service is enclosed.

PRESORTED First Class Mail U.S. Postage MSS LLC

NewSub Magazine Services LLC C/O Processing Center PO Box 30468 Salt Lake City, UT 84130

Farrell Exhibit E

CONFIDENTIAL SYN-0115699

Special Customer Communication

We guarantee a hassie-free subscription. You'll never miss an issue. No bills, multiple reminders, publisher renewal notices and no telemarketing calls. We do the work for you by automatically extending your subscription period each year for as long as you want your selections.

We guarantee to send you advance notice every year about your next subscription period and rates. We will send a notice that spells out: your rate, your number of issues and when your American Express® Card will be charged. If you don't wish to continue, you can simply cancel before your new term begins.

We guarantee you uninterrupted service. As a valued subscriber, we guarantee you outstanding customer service.

We guarantee your right to cancel anytime. Just call 888 844 3560. That's all there is to it. You'll receive a full refund for all unserved issues. As long as you're 100% satisfied, do nothing. Your subscription period will continue as described.



Moving?

Not a problem. We'll make sure you don't miss a single Issue of your favorite magazines. It's one of the benefits of being a subscriber. Just complete and return the form below:

Name		
New Address	 	
	 •	

City State/Zip

Q2V13 SEE INSIDE FOR DETAILS REGARDING YOUR MAGAZINE SUBSCRIPTION.

36M-82751-805521 MR MA 8810008 10V 60468 8000.A

PRESORTED
First Class Mail
U.S. Postage
U.S. Postage
AND
NSS LLC

P.O. Box 30468 Salt Lake City, UT 84130



Thank you for being a valued American Express VIP Subscriber. We hope you have been enjoying your service, as your complete satisfaction is our ultimate goal.

The offer you previously accepted through American Express to receive magazines will continue for the next term of issues using the credit card you previously provided for your selections and will be charged annually for SmartMoney, at \$28 for 12 issues. If despite our efforts you should find a better price, please notify us during your subscription period and well promptly credit your account the difference between the amount you paid and the amount at which the subscription is available to the general public. If you do not wish to continue, call 888 844 3560 by Feb 10 and no charge will appear. As long as you are satisfied, your selections will continue through our open-ended, customer-friendly subscription method — continuous service, automatically billed to your American Express® Card. Of course, we will always send you a courtesy reminder before you are ever billed to ensure your satisfaction. For your convenience, we will continue to ensure that you don't receive extra unwanted mail — the multiple renewal notices and bills that normally come with a subscription period. See reverse side for details and important guarantees. Remember, you can always look for the expiration date on your magazine label. You may cancel anytime and receive a refund for unserved issues. We hope you enjoy your selections and look forward to serving you in the future.

Do you have suggestions or comments? The space provided below is for you to tell us how we might improve our service. If you have no comments today, please recycle this card. Thank you again.

Subscription ID: # 9999-999-999-9

Detach and return by mail •

Q3RNV13

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PROCESSING CENTER P.O. Box 30477 Salt Lake City, UT 84130-9806

POSTAGE WILL BE PAID BY ADDRESSEE

DOCTACE Will OF DAID BY ADDRESSEE

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 10059 SALT LAVE CITY, UT

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Your comments on how we can improve: (Otherwise please recycle this card.)

C0140000C4 IT) 6566-666-666-666

Farrell Exhibit F

Synapse Retail Ventures, Inc. C/O Processing Center PO Box 30468 Salt Lake City, UT 84130

PRESORTED
First Class Mail
U.S. Postage
PAID
NSS LLC

Ushma DeSai Apt. 72B 109 Mountain Lake Rd. Belvidere, NJ 07823-2543

A 0148 58928 V11 0042738 RN 072307-61229-23497

DSV14

SEE INSIDE FOR DETAILS.

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SECTIONS MOST	
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Not a problem. We'll make eure you don't mitse anigle lesue of your favorite magazines. It's one of the benefits of being a subscriber. Just complete and return the form below:

Roving?



We guarantee you uninterrupted service. As a Valued Subscriber, we guarantee you outstanding customer service.

about your next confirmous—service subscription period and rates. We will send a notice that spells out your rate, your rate, you can during the charged. If you can findly cancel before your you can't wish to continue, you can eimply cancel before your services and with the continue, you can eimply cancel before your services.

We guarantee a hassle-free aubardpiton. You'll never miss an issue. No bills, reminders, publisher renewal notices and no telemarketing calls. We do the work for you by sufomatically extending your subscription each year for as long as you want your selections.

We guarantee to send you advance notice every year

Special Customer Communication

Thank you for being a valued customer. We hope you have been enjoying your service, as your complete satisfaction is our ultimate goal.

For your convenience, we will continue to ensure that you don't receive extra unwanted mail – the multiple renewal notices and bills that normally come with a subscription. The offer you previously accepted through F.Y.B. to receive magazines will continue for the next term of issues using the card you previously provided for your selections. It will be charged on the date below and for ESPN the Magazine, at \$24 for 26 issues, for Spin, at \$20 for 12 issues, for Maxim, at \$24 for 12 issues. If you do not wish to continue, call 866 560 9273 by Sep 10 and no charge will appear. As long as you are satisfied, your selections will continue through our open-ended, customer-friendly subscription method – continuous service. Of course, we will always send you a courtesy reminder before you are ever charged to ensure your satisfaction. See reverse side for details and important guarantees. Remember, you can always look for the expiration date on your magazine label. You may cancel anytime and receive a refund of unserved issues. If a title ceases, it will be replaced with one of equal or greater value. We hope you enjoy your selections and look forward to serving you in the future.

If you believe you may have given us a debit card for your service, read this: Our records show that at the time you accepted your magazine offer, you provided a credit card ending in 8028. If our records are correct, no action is necessary and you will continue to receive all of your continuous service benefits. However, if you provided a debit card, please sign and return the attached card. By doing so, you authorize Synapse Retail Ventures, Inc. to debit the amount(s) shown above from your account for the stated term and future terms as described on our renewal notices to you, which you will always receive before your account is debited. You can cancel at any time for a refund of unserved issues. Please keep this card for your records.

Subscription ID: # 0363-517-810-5

▼ Detach and return by mail

Q3RNV12

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PROCESSING CENTER
PROCESSING CENTER
PROCESSING CENTER

POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL FIRST CITY, UT

O¢AS

SVAC

Signature required.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
OUITED STATES



By signing and setuming this cavd, I suithorize Synapse Reisil Ventures, Inc. to chatge the debit card indicated below the rate(s) shown for the stated term and future terms as described on annual notice start will be sent to me before my secount is debited until I tell you to stop. I can secount is debited until I tell you to stop. I can cancel at any time for a refund of unserved issues.

Order ID 0363-517-810-5

Farrell Exhibit G

ORDER_ID LINE_IT	EM PROD_DESC	SENT TO LETTERSHOP DATE
192953630	1 SKATEBOARDER	2/6/2002
192953630	2 CONSUMER REPORTS	2/6/2002
192953630	3 PRESCHOOL PLAYROOM	2/6/2002
271969175	3 PRESCHOOL PLAYROOM	11/24/2004
281615140	1 SKATEBOARDER	11/24/2004
354194330	1 MAXIM	3/22/2006
354194330	2 ESPN THE MAGAZINE	3/22/2006
356905015	1 NATIONAL GEOGRAPHIC MAGAZINE	4/19/2006
356972625	1 NATIONAL GEOGRAPHIC MAGAZINE	4/19/2006
357969470	1 ROLLING STONE	4/26/2006
357969470	2 NEWSWEEK	4/26/2006
357969470	3 TEEN PEOPLE	4/26/2006
363517810	1 ESPN THE MAGAZINE	6/21/2006
363517810	2 SPIN	6/21/2006
363517810	3 MAXIM	6/21/2006
364554110	1 VIBE	6/28/2006
399494435	1 HER SPORTS + FITNESS	3/21/2007
399494435	2 SHAPE	3/21/2007
399494435	3 FITNESS	3/21/2007
409164260	1 KIPLINGER'S PERSONAL FINANCE MAGAZINE	6/27/2007
409164260	2 BUSINESSWEEK	6/27/2007
409164260	3 NEWSWEEK	6/27/2007
409164260	4 WEEKLY WORLD NEWS	6/27/2007
409164260	5 U.S. NEWS & WORLD REPORT	6/27/2007
409164260	6 TIME	6/27/2007
107721015	1 SESAME STREET	2/21/2001
107721015	2 FAMILY CIRCLE	2/21/2001
107721015	2 FAMILY CIRCLE	2/6/2002
107721015	2 FAMILY CIRCLE	3/5/2003
107721015	2 FAMILY CIRCLE	3/3/2004
107721015	2 FAMILY CIRCLE	5/4/2005
107721015	2 FAMILY CIRCLE	5/3/2006
107721015	3 FAMILY MONEY	2/21/2001
107721015	4 FAMILYPC	2/21/2001
192953630	1 SKATEBOARDER	12/18/2002
192953630	1 SKATEBOARDER	12/3/2003
192953630	2 CONSUMER REPORTS	12/18/2002
192953630	2 CONSUMER REPORTS	12/3/2003
192953630	3 PRESCHOOL PLAYROOM	12/18/2002
192953630	3 PRESCHOOL PLAYROOM	12/3/2003
232192515	1 ELECTRONIC GAMING MONTHLY	8/20/2003
232192515	1 ELECTRONIC GAMING MONTHLY	8/18/2004
232192515	2 PRESCHOOL PLAYROOM	8/20/2003
232192515	2 PRESCHOOL PLAYROOM	8/18/2004
232192515	3 BUDGET LIVING	8/20/2003
232192515	3 BUDGET LIVING	8/18/2004
236902825	1 PRESCHOOL PLAYROOM	
236902825	1 PRESCHOOL PLAYROOM	9/24/2003 9/29/2004
281615140	1 SKATEBOARDER	
		11/30/2005
281615140	1 SKATEBOARDER	11/29/2006
281615140	1 SKATEBOARDER	11/28/2007
312140660	1 PRESCHOOL PLAYROOM	6/8/2005
312140660	1 PRESCHOOL PLAYROOM	8/9/2006
326854340	1 READER'S DIGEST	3/15/2006
326854340	1 READER'S DIGEST	5/16/2007
326854340	3 FAMILY CIRCLE	3/15/2006

326854340	3 FAMILY CIRCLE	5/16/2007
326854340	4 ELECTRONIC HOUSE	3/15/2006
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326854345	1 GOURMET	3/15/2006
326854345	1 GOURMET	5/16/2007
326854345	2 SELF	3/15/2006
326854345	2 SELF	5/16/2007
354194330	1 MAXIM	4/11/2007
354194330	2 ESPN THE MAGAZINE	4/11/2007
356905015	1 NATIONAL GEOGRAPHIC MAGAZINE	5/16/2007
363517810	1 ESPN THE MAGAZINE	7/11/2007
363517810	2 SPIN	7/11/2007
363517810	3 MAXIM	7/11/2007
364554110	1 VIBE	7/25/2007
365981420	1 STUFF	5/9/2007
365981420	2 NATIONAL GEOGRAPHIC ADVENTURE	5/9/2007
365981420	3 TIME	5/9/2007
368868230	1 POPULAR MECHANICS	5/30/2007

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5/22/2007	7/7/2007	BARE	ROD	RENEWALS
5/22/2007	7/7/2007	BARE	ROD	RENEWALS
6/8/2007	7/28/2007	BARE	ROD	RENEWALS

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Dear Mr Dombrowski,

Our records show that you responded to a magazine offer that was included in a grocery purchase last year. This offer provided you the opportunity to receive a full year of up to 4 magazines for no additional charge.

Subsequent to your acceptance of our magazine offer, our records show you chose to participate in our automatic renewal program, by responding to a letter we sent you and paying a small processing fee. This program allowed you to automatically continue receiving your selections after the first year using the account supplied for your processing fee unless you cancelled.

Prior to the end of your first year, you were supposed to have received a notice from us informing you of the amount and date of the first renewal charge. Unfortunately, due to a processing error, this notice was not sent. As a result, you were charged for the first magazine renewal in your original subscription order, PSYCHOLOGY TODAY, \$21.00 on 3/9/2006.

Upon learning of this error, we immediately processed a credit to your account for this charge. For your convenience, we have rescheduled the charge for this selection, as well as those for your other magazine selections, as described below. Should you wish to cancel any of these upcoming renewals, please follow the stated directions. Otherwise, your selections will continue each year as previously agreed. If you incurred any fees from your bank as a result of the charge referenced above, please send us a copy of this letter and a copy of your bank statement showing the charge and the fees to Synapse Group, Inc., Att: Customer Service, 225 High Ridge Road, East Building, Stamford, CT 06905, or by facsimile to 954-623-4621.

The new renewal charge schedule for your next term is as follows:

Magazine	Billing Date	Amount
PSYCHOLOGY TODAY TEEN PEOPLE WOMAN'S DAY SMITHSONIAN	June 2, 2006 April 27, 2006 May 4, 2006 May 11, 2006	\$21.00 \$20.00 \$20.00 \$36.00

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